1603

STAPLE SCREENER TO BACK OF QUESTIONNAIRE. DO THIS NOW.

#### QUESTIONNAIRE - W

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you the survey exhibit; then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

TAKE EXHIBIT CARD W OUT OF FILE AND HAND TO RESPONDENT.

Please look at the products and name on this survey exhibit.

Please take as much time as you like, and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES HE/SHE IS READY TO CONTINUE.

6.0	Who, or what company, do you believe puts out the I	products
	on this card with this name? RECORD RESPONSE VERBATIM.	
	Charles Coir or many have a second	A STATE OF
3 A 3		A
		ing dipolitical in
	IF 'DON'T KNOW, GO TO OTHERWISE,	
		CONTINUES.
6.1	Why: do you say that?	
	RECORD RESPONSE VERBATIM	il e de la compania del compania del compania de la compania del compania de la compania del la compania del compania de
	it 5 the frost thing I cant	Min 15
		CONTINUE.

7.0	What other brand name or names, if any, do you believe are used by the company that puts out the products on this card with this name?
	RECORD RESPONSE VERBATIN
	got to be glue, chairdy
	SUANO
ili are in i	
	IF DON'T KNOW, GO TO> Q8.0 OTHERWISE, CONTINUE
* <b>第</b> 4.	ASK FOR EACH RESPONSE AT Q7.0;
	RECORD FIRST RESPONSE TO Q7.0: a0+ +0 be alue.
	Why do you say that <u>INSERT IST RESPONSE TO 07.0</u> is another brand name used by the company that puts out these products with this name? RECORD RESPONSE VERBATIM.
	they make hair get
	IF MORE THAN ONE RESPONSE AT Q7.0, CONTINUE
	OTHERWISE, GO TO> Q8.0
7.52	record second response to 07.0 Clains
	Why do you say that <u>INSERT 2ND RESPONSE TO 07.0</u> is another brand name used by the company that puts out these products with this name? RECORD RESPONSE VERBATIM.
Carco de la casa de la Carco de la casa de la	Course that make have due
n.	
50	IF MORE THAN TWO RESPONSES AT Q7.0, CONTINUE, OTHERWISE, GO TO> Q8.0.
7.3	RECORD THIRD RESPONSE TO Q7.0: Shave
(1985년) 1982년 1987년 - 1982년 1987년 - 1982년 1987년 - 1982년	Why do you say that <u>INSERT 3RD RESPONSE TO 07.0</u> is another brand name used by the company that puts out these products with this name? RECORD RESPONSE VERBATIM.
	Parisa that no to shamaren
- 1	The transfer of the second sec
	. <del></del>
: :. ``	IF MORE THAN THREE RESPONSES AT Q7.0,

Rotation 4 Questionnaire - W, Page 4

세계 그는 경기가 하는 것으로 가지 않는 것이다.	
9.0 Now, I am going to ask you another question that has the choices. PAUSE. Again, after I am done, if you want me read the question again, just ask me. PAUSE.	ee to
Do you believe that the products on this card with this	nar
one are <u>not being put out with the authorization of</u> approval of any other company or companies:	) <u>r</u>
two; <u>are</u> being put out with the authorization or approval of any other company or companies; or	
three, don't know or have no opinion?	
RECORD RESPONSE VERBATIN.	
has a business connection	·
IFPUT OUT WITH THE AUTHORIZATION/APPROVAL, CONTI OTHERWISE, GO TO> Q1	NUE 0 - 0
경우 소급하다고 하는 것도 하다 하는 것도 하는 것이 되었다. 그는 전 경우 보는 것은 것이 하는 것은 것이다. 그는 것이 모든 것이 하지 않는 것들이 들어 모든 것을 하는 것을 하는 것은 것이 되었다. 그는 것이 되었다.	
9.1 With what other company or companies?	
RECORD RESPONSE VERBATIM.	•,
don't Know	
IF DON'T KNOW! NAME	
GO TO> O OTHERWISE, CONTY	
	3.77
9.2 Why do you say that? RECORD RESPONSE VERBATIM.	
중독한 마음에 하는 경험 사람들이 들어 들어 있다. 그는 사람들이 가장 함께 보는 것이 되었다. 1982년 - 1982년 - 1982년 1882년 - 1982년	1.
지하면 그렇게 되었다. 그는 사람들은 사람들은 가득하고 있다면 가장 되었다. 그는 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그 그	
GO TO> Q1	0.0
경기 경기를 살아왔다는 이 사람들이 살았다. 그는 모든 이 사람이 있는데 이 기가 있다.	
9.3 Even though you don't know the name or names, what,	if
anything, can you tell me about the company or companies that you believe gave their authorization	ea re
approval for the products on this card with this man	ne?
RECORD RESPONSE VERBATIM.	
t don't know	
밝혀 가고 가다가 그 전혀가 된 살았던 경신 사람이다고 있다.	
CONTE	UE
Server Control of the server o	

10.0 Would you please tell me what letter is on the back of the card? Record Letter.

CONTINUE.

PUT EXHIBIT CARD BACK IN FILE AND CONTINUE.

Rotation 4 Questionnaire - W, Page 5

#### VERIFICATION:

Finally, may I please have your name and telephone number? This information is so that my Supervisor can verify a portion of my work. If you are contacted, it will only be to confirm that I conducted this interview and for no other reason.

Respondent Name:\_ Telephone Number: Is that a daytime or evening telephone number? RECORD RESPONSE WITH AN 'X.'

THANK RESPONDENT FOR HIS/HER TIME AND PARTICIPATION.

evening telephone number

K 1. daytime telephone number

Interviewer Certification:

2.

I hereby certify that the information contained on this Screener/Questionnaire is a true and accurate record of this respondent's comments as they were given to me.

Yorkes. 212/10 Interviewer's signature

Date

Supervisor Validation:

I hereby certify that I personally met this respondent and confirmed his/her answers to questions 1.0 through 2.1.

Supervisor's signature

MAKE CERTAIN THAT THE SCREENER IS SECURELY FASTENED TO THE BACK OF THIS QUESTIONNAIRE. DO THIS NOW.

### SCREENER - W

cond woul	Hell uctin d lik	lo. My name is, and I am with ag a very brief survey today on hair te to include your opinions.	care prod	We are Nucts and
1.0	RECO	ord gender:		
	_ <u>×</u>	_1. male	JOTA. CON	rinue.
1.1	cate	chat we can get a mix of individuals egories, would you please tell me it o LIST. RECORD RESPONSE WITH AN 'X	f you are	ıs age
		_1. under 18 TERMINATE.		
		_2. 18 to 34		
		_3. 35 to 54 CHECK SCREEN	ING QUOTA.	CONTINUE
		_4. 55 or over		
		_5. refused DO NOT READ. TERMINA	ATE.	
2.0	foll	nin the past six months, have you pu lowing hair care products? LIST. RECORD RESPONSES WITH AN '	·	ny of the
	••	<u>Yes</u>		Don't <u>Recall</u>
	-	shampoo? <u> </u>	2.	3.
	_	conditioner? <u>X</u> 1.	2.	3.
	-	hair spray, styling gel, mousse, or pomade?1.	2.	3.
	-	straightener?1.	<u> </u>	3.
	-	<pre>dyes, rinses, highlighter or hair mascara?1.</pre>	<u> </u>	3.
	_	hair glitter?1.		
	-	hair removing creams?1.	2.	3.
			CONTINUE.	

2.1	With	in the next six months, are you li	kelv to pur	chase anv
	of t	the following hair care products?  LIST. RECORD RESPONSES WITH AN '	_	-
		<u>Yes</u>	<u>No</u>	Don't <u>Know</u>
	-	shampoo?1.	2.	3.
	-	conditioner?	2.	3.
	-	hair spray, styling gel, mousse, or pomade?1.	2.	3.
	-	straightener?1.	2.	3.
	-	<pre>dyes, rinses, highlighter or hair mascara?1.</pre>	2.	3.
	-	hair glitter?1.	<u></u>	3.
	-	hair removing creams?1.	<u></u>	3.
		IF 'Y)		, CONTINUE; TERMINATE.
3.0	Do y	ou, or does anyone else in your hor LIST. RECORD RESPONSES WITH AN '	me, work fo	r
			_Yes_	No_
	-	an advertising agency or marketing research firm?	1.	<u>X</u> 2.
	-	a retail store or company that makes, sells, or distributes any hair care products? IF 'YES'	TO EITHER,	Y 2. TERMINATE. , CONTINUE.
4.0	have incl	r than a political poll, during the you participated in any marketing uding online surveys?	e past thre research s	e months, urveys,
		_1. yes TERMINATE.		
	<u>_x</u>	_2. no/don't recall CONTINUE.		
4.1	subje the 1	ng the past month, have you heard a ect of any of the interviews we are mall? RD RESPONSE WITH AN 'X.'	inything abo	out the g here at
		_1. yes TERMINATE.		
	<del></del>	_2. no CONTINUE.		
5.0	are i	ou usually wear contact lenses or e reading? RD RESPONSE WITH AN 'X.'	yeglasses <i>t</i>	when you
		_1. yes CONTINUE.		

Y 2. no GO TO --> INVITATION TO INTERVIEW.

	Do you have them with you at this time? RECORD RESPONSE WITH AN 'X.'
	1. yes CONTINUE.
, .	2. no TERMINATE.
	Will you please wear them during the rest of the interview?
	1. yes, agreed CONTINUE.
-	2. no, refused TERMINATE.
INVIT	ATION TO INTERVIEW:
remain the ma you co	We would like to show you a survey exhibit and ask the older of our questions in our interviewing facility here at all. This will take only a few minutes of your time. Would ome with me, please? RECORD RESPONSE WITH AN 'X.'
_	Y 1. yes, agreed CONTINUE.
	2. no, refused TERMINATE.

# STAPLE SCREENER TO BACK OF QUESTIONNAIRE. DO THIS NOW. 3233

QUESTIONNAIRE - Y

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a picture of a retail display; and after that, I am going to show you a product from that display. Then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer. f Y out of file and hand to respondent. TAKE PICTURE Would you please look at this picture as you would if you saw this display in a store. Please take as much time as you like, and let me know when you are ready to continue. PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE. GET PICTURE BACK AND PUT BACK IN FILE. REMOVE PRODUCT Y FROM BAG AND HAND TO RESPONDENT. This is a product from the display like the one you saw in the picture. Please look at this product as you would if you saw it in a store and were considering purchasing this product. PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE. Who, or what company, do you believe puts out this product with this name? RECORD RESPONSE VERBATIM. 1 Secreta. IF 'DON'T KNOW,' GO TO --> Q7.0; OTHERWISE, CONTINUE. 6.1 Why do you say that?

RECORD RESPONSE VERBATIM

7.0	used by the company that puts out this product with this
	name? RECORD RESPONSE VERBATIM.
	- Odonit know.
	IF 'DON'T KNOW,' GO TO> Q8.0
	OTHERWISE, CONTINUE
7.1	ASK FOR EACH RESPONSE AT Q7.0:
	RECORD FIRST RESPONSE TO Q7.0:
	Why do you say that <u>INSERT 1ST RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name?  RECORD RESPONSE VERBATIM.
٠	
100	IF MORE THAN ONE RESPONSE AT Q7.0, CONTINUE;
	OTHERWISE, GO TO> Q8.0.
7.2	RECORD SECOND RESPONSE TO Q7.0:
	Why do you say thatINSERT: 2ND RESPONSE TO 07:0 is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
٠.	<u></u>
	IF MORE THAN TWO RESPONSES AT Q7.0, CONTINUE; OTHERWISE, GO TO> Q8.0.
7.3	RECORD THIRD RESPONSE TO Q7.0:
	Why do you say that
	another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
:	
•	

IF MORE THAN THREE RESPONSES AT Q7.0, USE BACK OF PAGE AND CONTINUE; OTHERWISE, GO TO --> Q8.0.

Rotation 1 Questionnaire - Y, Page 3

3233

8.0 Now, I am going to ask you a question that has three choices. PAUSE. After I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that this product with this name ... READ LIST...

one, <u>is</u> being put out with the authorization or approval of any other company or companies;

two, is not being put out with the authorization or approval of any other company or companies; or three, don't know or have no opinion? RECORD RESPONSE VERBATIM. ... PUT OUT WITH THE AUTHORIZATION/APPROVAL..., CONTINUE; OTHERWISE, GO TO --> Q9.0. 8.1 With what other company or companies? RECORD RESPONSE VERBATIM. IF 'DON'T KNOW' NAME(S), GO TO --> Q8.3; OTHERWISE, CONTINUE. 8.2 Why do you say that? RECORD RESPONSE VERBATIM. GO TO --> Q9.0. 8.3 Even though you don't know the name or names, what, if anything, can you tell me about the company or companies that you believe gave their authorization or approval for this product with this name? RECORD RESPONSE VERBATIM. CONTINUE.

9.0 Now, I am going to ask you another question that has three choices. PAUSE. Again, after I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that the company that puts out this product with this name...READ LIST...

one, has a business affiliation or business connection with any other company or companies;

two, does not have a business affiliation or business connection with any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

IF '... HAS A BUSINESS AFFILIATION/CONNECTION..., CONTINUE; OTHERWISE, GO TO --> Q10.0.

9.1 With what other company or companies? RECORD RESPONSE VERBATIM.

> IF 'DON'T KNOW' NAME(S), GO TO --> Q9.3; OTHERWISE, CONTINUE.

Why do you say that? RECORD RESPONSE VERBATIM.

GO TO --> Q10.0.

9.3 Even though you don't know the name or names, what if anything, can you tell me about the company or companies that you believe have a business affiliation or business connection with the company that puts out this product with this name? RECORD RESPONSE VERBATIM.

CONTINUE.

10.0 Would you please tell me what letter is on the back of the bottle? RECORD LETTER.

LETTER:

CONTINUE.

PUT PRODUCT BACK IN BAG AND CONTINUE.

Rotation 1 Questionnaire - Y, Page 5

5 8 5 3

11.0	Within the past six months salon?	have you had yo	our hair done at a
	RECORD RESPONSE WITH AN 'X	, ′	
	2. no	CONTINUE.	
	3. don't recall -		
11.1	Within the next six months, done at a salon? RECORD RESPONSE WITH AN 'X.		to have your hair
	2. no	CONTINUE.	
	3. don't know		
VERIF	CICATION:		
This	Finally, may I please have information is so that my s	your name and te	lephone number?
my wo	information is so that my s rk. If you are contacted,	it will only be	to confirm that I
conqu	cted this interview and for	no other reason	
Respo	ndent N		
	hone Nu		
ASK:	Is tha RECORD RESPONSE WITH AN 'X	,	
	$\frac{y}{2}$ 1. daytime telephone	number	
	2. evening telephone		
	3 1		
THANK	RESPONDENT FOR HER TIME AND	PARTICIPATION.	
Inter	cviewer Certification:	<u> </u>	
]	hereby certify that the in	formation conta-	inod on this
Scree	ener/Questionnaire is a true ondent's comments as they we	e and accurate re	ecord of this
	Study Colle		1 35 08
Ī	nterviewer's signature	. 46.	Date
Super	visor Validation:		
- ma -	I hereby certify that I per	sonally met this	respondent
and C	onfirmed her answers to que	stions 1.0 throu	ıgh 2.1.
<u>s</u>	Man Medder upervisor's signature	<u>/</u>	
	T P PTAMOUNTE		

MAKE CERTAIN THAT THE SCREENER IS SECURELY FASTENED TO THE <u>BACK</u> OF THIS QUESTIONNAIRE. <u>DO THIS NOW.</u>

3233

## SCREENER - Y

cond woul	Hello. My name is, and I am with We are ducting a very brief survey today on hair care products and d like to include your opinions.
1.0	RECORD GENDER:
	1. male TERMINATE.
	2. female CONTINUE.
1.1	So that we can get a mix of individuals in various age categories, would you please tell me if you are READ LIST. RECORD RESPONSE WITH AN 'X.'
	1. under 18 TERMINATE.
	2. 18 to 34
	3. 35 to 54 CHECK SCREENING QUOTA. CONTINUE
	4. 55 or over
	5. refused DO NOT READ. TERMINATE. REUSE
2.0	following hair care products? READ LIST. RECORD RESPONSES WITH AN 'X.'
	Don't <u>Yes</u> <u>No</u> <u>Recall</u>
	- shampoo?
	- conditioner?123.
	hair spray, styling gel, mousse, pomade, or style creme?
	- straightening balm?123.
	curl-enhancing spray?123.
	- shine serum?123.
	CONTINUE.

.2.1	of the following hair care pr READ LIST. RECORD RESPONSES	roducte2		rchase any
		Yes_	NoNo	Don't Know
	- shampoo?	× 1.	2.	3.
	- conditioner?			3.
	<pre>- hair spray, styling gel, mousse, pomade, or style creme?</pre>			
				3.
	- straightening balm?		2	3.
	<ul><li>curl-enhancing spray?</li></ul>		2	3.
	- shine serum?	1.	2.	<u>×</u> 3.
	,	IF 'Y	ES,' TO ANY OTHERWISE,	CONTINUE TERMINATE
3.0	Do you, or does anyone else in READ LIST. RECORD RESPONSES N	n your how	me, work fo K.'	or
			_Yes_	<u>No</u>
	- an advertising agency or marketing research firm?		1.	<u>×</u> _2.
	<ul> <li>a retail store or company makes, sells, or distribution any hair care product?</li> </ul>	ites  IF 'YES'	1. TO EITHER, NO' TO BOTH	2. TERMINATE CONTINUE
4.0	Other than a political poll, dhave you participated in any mincluding online surveys?  RECORD RESPONSE WITH AN 'X.'  1. yes TERMINATE.  2. no/don't recall CONT	arketing	e past thre research s	e months, urveys,
	2. no/don't recall CONT	INUE.		
4.1	During the past month, have yo subject of any of the intervie the mall? RECORD RESPONSE WITH AN 'X.'	u heard a ws we are	nything abo	out the g here at
	1. yes TERMINATE.			
	2. no CONTINUE.			
5.0	Do you usually wear contact leare shopping? RECORD RESPONSE WITH AN 'X.'	nses or e	yeglasses v	when you
	$X_1$ . yes CONTINUE.			
	2. no GO TO> INVITAT:	ION TO IN	PERVIEW.	

1233

5.1 Do you have them with you at this time? RECORD RESPONSE WITH AN 'X.'
1. yes CONTINUE.
2. no TERMINATE.
5.2 Will you please wear them during the rest of the interview? RECORD RESPONSE WITH AN 'X.'
$_{\perp}$ 1. yes, agreed CONTINUE.
2. no, refused TERMINATE.
INVITATION TO INTERVIEW:
We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please?  RECORD RESPONSE WITH AN 'X.'
1 yes, agreed CONTINUE.
2. no, refused TERMINATE.